



**Request for City Council Committee Action
From the Department of Civil Rights**

Date January 23, 2003
To Health & Human Services Committee
Referral to: NONE

Subject: A report on the 100 Hard Hat Program.

Recommendation

Receive and File. Co-Host the Public Announcement of the 100 Hard Hat Program.

Previous Directives

To report on the 100 Hard Hat Program on January 23, 2003.

Prepared by Linda White, Deputy Director, MDCR

Approved by Vanne Owens Hayes
Vanne Owens Hayes, Director, MDCR

Presenters in Committee: Linda White, Deputy Director, MDCR, Louis King, President & CEO, Summit Academy OIC.

Financial Impact (Check those that apply)

☒ No financial impact - or - Action is within current department budget.
(If checked, go directly to Background/Supporting Information)

- ☐ Action requires an appropriation increase to the Capital Budget
- ☐ Action requires an appropriation increase to the Operating Budget
- ☐ Action provides increased revenue for appropriation increase
- ☐ Action requires use of contingency or reserves
- ☐ Other financial impact (Explain):

☐ Request provided to the Budget Office when provided to the Committee Coordinator

Background/Supporting Information Attached

Our presentation this afternoon will consist of:

1. 100 Hard Hat Campaign Overview-Louis King
Acknowledgement/Status of Partners
2. Role of Minneapolis Department of Civil Rights-Linda White
3. Next Steps-Public Roll-Out-February 18, 2003.

100 HARD HATS

PLACING 100
PEOPLE IN
CONSTRUCTION
JOBS.



WHAT IS 100 HARD HATS?



- The campaign is a community-based effort to put 100 people of color and women to work in the construction trades over the next 24 months.

WHY IS THERE A NEED FOR THE CAMPAIGN?



- In 2001, Summit Academy OLC failed to perform on a construction placement contract. Concurrently, major projects around town were struggling to meet minority participation goals. Summit Academy OLC recognized that if 100 jobs were available, we could not find the people or connect them to the jobs without a significant community network.

WHO IS INVOLVED?



The 100 Hard Hats Campaign is an initiative of the Minneapolis Construction Consortium, which consists of:

Minneapolis Community Development Agency	Summit Academy OLC	Pilot City Neighborhood Services
Southeast Asian Community Council	Hennepin County Employment and Training and Dept. of Transit & Community Works	Dunwoody College of Technology
Weis Construction	Urban Strategies	McCormack Baron

100 HARD HATS CAMPAIGN PARTNERS



Minneapolis Construction Consortium	Minneapolis Department of Civil Rights	MN Mechanical Contractors Association
Electrical Contractors Association	Community employment agencies and community centers	Carpenters Union
Minneapolis Public Schools	Building Trades	Zion Baptist Church, Redeemer Baptist Church, Fellowship Baptist Church, Masjid An-Nur
Construction Companies across the Twin Cities	Government Jurisdictions	Sabathani Community Center

HOW WILL THE CAMPAIGN WORK?



- **Employment Opportunity Identification.** Construction companies and government jurisdictions will identify upcoming projects over the next few years and their workforce needs. They will also will provide financial support, OJT, and in-kind from business.
- **Union Process Identification.** Skilled trades will provide financial support, detailed information on entering trades and required skill sets, mock interviews.
- **Dunwoody College of Technology.** Provide one-week technology orientation, plumbing training, low voltage electrical training, pipe fitters training, and appliance repair training on a customized basis in partnership with Summit Academy OLC.
- **Sabathani Community Center.** Will provide carpentry training for community members under contract with Summit Academy OLC.
- **Community Centers and Faith-Based Institutions.** Will provide referrals to the 100 hard hats campaign and on-going support.
- **Pilot City Neighborhood Services.** Will provide emergency rental assistance, boots, tools, and tool belts, emergency food and furniture, transportation support, and financial counselling.
- **The City of Minneapolis Community Development Agency.** Will provide houses to use as learning labs.
- **The City of Minneapolis Civil Rights Department.** Will provide access to unions, access to television show, marketing, and minority participation targets.
- **The Minneapolis Public Schools.** Will provide access to high school students and the opportunity to develop a construction trades track for 9th grade students.
- **Summit Academy OLC.** Will provide project coordination, placement services, ongoing support and carpentry training.

WHO IS THE TARGET AUDIENCE?



- People of color
- Women
- People ages 18-30
- Empowerment Zone residents
- Low-income City of Minneapolis residents

WHAT ARE THE BENEFITS?



- Access to only community-based hard skills training program with direct ties to business, unions, and government;
- Unions and companies get qualified, pre-screened applicants who are ready to work;
- Union entry standards are not compromised;
- Tool belts, completion stipends, on-going support;
- Access to Dunwoody College of Technology;
- Hands-on training in a real field environment;
- Full-service job search, job placement, and job retention services;
- Starting wages at \$11.00-\$14.00 per hour; and
- Access to Union entry procedures.

FOR MORE INFORMATION...



For General Campaign Information

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For General Campaign Information

Louis J. King II, President & CEO, SAOIC

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To Refer A Student or Enroll in Training

Kim Willis, Recruiter, SAOIC

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To Hire A Program Graduate or for Job Placement

Jessica Hill, Job Placement Counselor, SAOIC

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